



October 8, 2004

QUARTERLY ISSUES/PROGRAMS LIST

There follows a listing of some of the significant issues responded to by WBFF-TV,
Baltimore, Maryland, along with the most significant
programming treatment for the period of

July 1, 2004 through September 30, 2004

The order in which the issues appear does not reflect any priority
nor significance. The list is by no means exhaustive.

ISSUE: EDUCATION

Program: Readers Rule
Broadcast Date: June 20 – August 20/ 18 X weekly 7AM – 12AM
Length: 2-30seconds / 8-20 seconds spots
Source: Local
Description: Serving as the media partner with Maryland's 24 public library systems, WBFF promoted the importance of summer reading for children...not only for fun and prizes but to have a head start on the new school year. Children who read regularly over the summer do not lose any progress they have made during the previous school year...so they start the school year ready to learn more! A series of PSAs were produced that recruited young readers for the program, stressed the importance of summer reading for parents, promoted summer library reading events, addressed the importance of parents reading to infants and toddlers and library services for deaf children and their families.

Program: Living Classrooms Foundation
Broadcast Date: July 1 – September 30/ 15X weekly 7AM – 12AM
Length: 30 seconds
Source: Local
Description: A series of PSAs showcasing the programs of the Living Classrooms Foundation which addresses the needs of at-risk youth with hands-on educational programs, career training, after-school programs, and skills development while celebrating and keeping alive the maritime history of Baltimore. On board and on shore, the Living Classrooms Foundation is giving urban youth the tools to build a future for both themselves and their community. Throughout the year, the station will highlight the Living Classrooms Foundation and its program with spot announcements, news features, interviews, and programs.

News at Ten Cover Stories:

Broadcast Date: July 28/10:17PM
Length: 4:30
Source: Local
Description: Investigative reporter Joy Lepola examines the \$58 million deficit in Baltimore City Public Schools and learns that the system needs a billion dollars more. What's the problem and who is responsible?

Broadcast Date: September 21/10:19PM
Length: 4:00
Source: Local
Description: School safety on the roads. A look at the motorists violating school bus traffic laws and the dangers they pose to young lives.

ISSUE: SUBSTANCE ABUSE

Program: Straight Talk
Broadcast: July 4/11:30PM
Source: Local
Length: 30 minutes
Description: Devon Blackwood, author of Beyond the Lingo, discussed with program host Mike Gimbel the recognition, dealing with the addiction and getting the help for those with substance abuse problems. The importance of family support in dealing with the addiction was stressed. A discussion of over-the-counter alcohol and drug abuse was discussed.

Program: Straight Talk
Broadcast: August 8 /11:30PM
Source: Local
Length: 30 minutes
Description: A drug addiction treatment and recovery for members of the Jewish community? Ed Jaffe, Director of the House of Hope and Tova House, the only Jewish recovery houses in the national, discussed treatment programs with host Mike Gimble.

Program: Straight Talk
Broadcast: September 5 /11:30PM
Source: Local
Length: 30 minutes
Description: Dr. Tom Franklin, a psychiatrist who specializes in the use of a new medication to treat heroin addicts. Buponerphine is the medication. Treatment and recovery programs at Sheppard Pratt Hospital were discussed.

ISSUE: CRIME/CRIMINAL JUSTICE

Program: America's Most Wanted
Broadcast: Saturdays 9PM
Source: Network
Length: 60 minutes
Description: A weekly program featuring profiles on fugitives and unsolved crimes in which viewers' help is solicited to bring criminals to justice. The program also features missing children alerts to help identify them and reunite them with their families

Program: Maryland's Most Wanted
Broadcast: Saturdays/10:20PM
Source: Local
Length: 1:30
Description: The News at Ten in cooperation with Maryland State Police, area sheriffs' offices, and the local office of the FBI presents a local "most wanted" feature following

the Saturday broadcast of "America's Most Wanted". During the news feature, information about unsolved Maryland crimes and wanted fugitives is presented and viewers help is requested to bring criminals to justice.

News at Ten Cover Stories

Broadcast Date: July 12/10:23PM
Length: 3:30
Source: Local
Description: What is the psychological toll of street crime on police officers? Many seek counseling to cope and keep focused on handling the stress and remaining effective crime fighters.

Broadcast Date: July 20/10:17PM
Length: 4:00
Source: Local
Description: Protecting our law enforcement community. A look at the research to develop a more effective bullet proof vest.

ISSUE: ENVIRONMENT

News at Ten Cover Stories:

Broadcast Date: September 16/10:22PM
Length: 3:45
Source: Local
Description: Mussle power....a look at efforts to clean up the Chesapeake Bay by the working of mussels that are invading the bay and filtering the water to make improvements in its quality.

Broadcast Date: September 24/10:23PM
Length: 3:50
Source: Local
Description: An examination of why we are experiencing more frequent and more intense hurricanes this season.

Broadcast Date: September 28/10:22PM
Length: 3:50
Source: Local
Description: What is the cost of cleaning up toxic waste sites and is the cleanup worth the costs. Joy Lepola investigates.

Broadcast Date July 26/10:18PM
Length: 3:30
Source: Local
Description: The snakehead fish is on the attack again ...this time invading waters of the Potomac River. What is its environmental impact?

Broadcast Date August 5/10:18PM
Length: 4:20
Source: Local
Description: Maryland is experiencing a bountiful harvest of Chesapeake blue crabs this year but watermen who make their living on the bay believe the rebound is only temporary. Craig Demchak reports.

Broadcast Date July 1/10:23PM
Length: 3:40
Source: Local
Description: Meteorologist Steve Fertig takes a look at our changing climate and the severe weather watched that have occurred in our viewing area.

ISSUE: COMMUNITY DEVELOPMENT

News at Ten Cover Stories:

Broadcast Date: July 9/10:18PM
Length: 3:50
Source: Local
Description: Sports director looks at the possibility of Washington, DC getting a professional MLB team and what it's impact would be on the Baltimore economy and community,

Broadcast Date July 21/10:19PM
Length: 3:40
Source: Local
Description: On the tracks to slots...a look at the controversy surrounding legalizing slot machines in Maryland and why small race tracks are running hard to get slots in their facility.

Broadcast Date: August 11/10:19PM
Length: 3:30
Source: Local
Description: Reporter Keith Daniels examines what's driving up the cost of malpractice insurance in Maryland and the impact of the rising costs on the health care industry and community.

Broadcast Date: August 24/10:23PM
Length: 3:30
Source: Local
Description: Safety on Maryland waterways. Maryland boaters, regardless of age, must now wear personal floatation devices. Are our waterways now safer? Kathleen Cairns reports.

Broadcast Date: August 31/10:19PM
Length: 3:45
Source: Local
Description: What's the impact of "free loaders" on Baltimore light rail system and what problems are "free loaders" creating in the community.

Broadcast Date: September 9/10:24PM
Length: 3:30
Source: Local
Description: Joy Lepola investigates Baltimore City's policy of employees taking home city fleet vehicles. Is it an abuse costing tax payers?

Broadcast Date: September 20/10:18PM
Length: 3:50
Source: Local
Description: Harbor views hurting the city? With intense redevelopment of neighborhoods around the inner harbor, many contractors are breaking the rules about rooftop decks and putting lives of homeowners at risk. Joy Lepola investigates.

Broadcast Date: September 20/10:18PM
Length: 4:00
Source: Local
Description: A look back at Hurricane Isabel on its one year anniversary and an examination of the clean-up and start-up of lives by homeowners and businesses who took a heavy toll.

ISSUE: HOMELAND SECURITY

Broadcast Date: September 22/10:19PM
Length: 3:30
Source: Local
Description: Computer technology is full of new technology but it may be open the doors for new threats. Craig Demchak examines the risk.

Broadcast Date: August 17/10:22PM
Length: 3:50
Source: Local
Description: After September 11th, every city in America turned its focus to homeland security and addressing the weaknesses. Demand for funding increased. Reporter Megan McHale examines the cost of protecting the homeland.

Broadcast Date: July 23/10:17PM
Length: 3:45
Source: Local
Description: Reporter Megan McHale takes a look at how the world and our community has changed since 9-11

ISSUE: HEALTH

Program: Coalition to Prevent Skin Cancer in Maryland
Broadcast: July 1-September 6/ 7 weekly/7AM – 8PM
Length: 30, 20, 10 seconds PSAs series
Source: Local
Description: To reduce the risk of skin cancer caused by harmful rays of the sun, the station produced and aired a series of PSAs featuring winners a poster contest and the Tarik, the team captain of the World Indoor Soccer Champion Baltimore Blast to encourage parents, caregivers, and children to slip, slop, slap and wrap....slip on a shirt, slop on sunscreen, slap on a hat and wrap the eyes with shades.....to prevent painful sunburns which can lead to skin cancer.

News at Ten Cover Stories:

Broadcast Date: July 2/10:19PM
Length: 4:00
Source: Local
Description: Jon Leiberman looks at how politics has fueled the debate about stem cell research.

Broadcast Date: July 6/10:22PM
Length: 3:50
Source: Local
Description: Each day Baltimore City disposes of 750 tons of trash but residents say that not nearly enough action to combat public health risks. Jeff Abell investigates.

Broadcast Date: July 7 & 8/10:23PM
Length: 4:00 each
Source: Local

Description: Reporter Jon Leiberman reports on the dangers of kidney disease, its risks, and its lack of symptoms, prevention, and how Medicare treats those with dialysis needs.

Broadcast Date: July 14/10:18PM
Length: 3:45
Source: Local
Description: A look at flesh eating bacteria.

Broadcast Date: July 19/10:22PM
Length: 3:40
Source: Local
Description: Keith Daniels reports on cutting edge medicine that provides hope for those with diabetes.

Broadcast Date: August 10/10:22PM
Length: 3:40
Source: Local
Description: For 18 years, Camp Sunrise has provided rays of light and hope for kids battling cancer. Anchor Jennifer Gilbert visits and shares experiences.

Broadcast Date: August 16/10:24PM
Length: 4:00
Source: Local
Description: Hall of Famer Cal Ripken, Jr is urging kids to get dirty....to fight bad health habits by getting dirty and exercise by playing sports. Reporter Megan McHale examines the new campaign.

Broadcast Date: August 18/10:23PM
Length: 3:50
Source: Local
Description: Reporter Jon Leiberman examines the complaints of many that taxpayers are footing the health care bills for people with green cards.

Broadcast Date: August 25/10:22PM
Length: 3:30
Source: Local
Description: Can a dietary supplement made of white kidney beans block the body from taking in carbs? Megan McHale examines the controversy.

Broadcast Date: August 30/10:21PM
Length: 3:40
Source: Local
Description: A new health program in Baltimore is seeking to reduce the number of babies born to drug addicted parents by paying them to use birth control. It's controversial but is it effective? Patrice Harris reports.

Broadcast Date: September 3/10:18PM
Length: 4:00
Source: Local
Description: A look at the Muscular Dystrophy Association prior to the Labor Day telethon.

Broadcast Date: September 6/10:19PM
Length: 3:50
Source: Local
Description: A look at risks and controversy surrounding the purchase of prescription drugs from across the borders. The prices are lower but do the drugs have a lower quality or pose increased risk?.

Broadcast Date: September 15/10:23PM
Length: 3:40
Source: Local
Description: What people are reading could be dangerous to their health. Why people should read food labels for all ingredients. Karen Parks reports.

ISSUE: THE ELECTIONS

News at Ten Cover Stories:

Broadcast Date: August 12 & 13/10:14PM
Length: 4:00 each
Source: Local
Description: Jon Leiberman examines the military record and... controversy surrounding it...of Democratic Presidential nominee John Kerry.

Broadcast Date: August 23/10:22PM
Length: 3:45
Source: Local
Description: Anchor Jeff Barnd examines the impact of celebrities on this year's presidential election.

Broadcast Date: September 1/10:19PM
Length: 4:00
Source: Local
Description: There are civics and electoral lessons being offered at gun shows. Reporter Craig Demchak examines the role of gun control in this year's elections.

Broadcast Date: September 7/10:19PM
Length: 4:00
Source: Local
Description: It's an especially nasty presidential election this year. Anchor Jeff Barnd examines the intensity of this year's campaign.

Broadcast Date: September 23/10:17PM
Length: 3:30
Source: Local
Description: A look at the grassroots campaign to get Ralph Nader's name on the presidential election ballots.

Broadcast Date: September 30/ 10:17PM
Length: 4:20
Source: Local
Description: Staff coverage of the first presidential debate and local reaction and impact.